

# APPLICATION DATA SHEET

## Initial Information Data Sheet

(Independent Inventor with Representation)

### Inventor Information

Inventor One Given Name:: DAVID  
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City::  
State or Province::  
Postal or Zip Code::  
Citizenship Country::

Inventor Two Given Name:: KENNETH  
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### Correspondence Information

Name Line One:: Foley & Lardner  
Address Line One:: 402 West Broadway  
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City:: San Diego  
State or Province:: CA  
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### Application Information

Title Line One:: HOUSEHOLD LEVEL SEGMENTATION  
Title Line Two:: METHOD AND SYSTEM  
Claimed Priority:: Yes  
Total Drawing Sheets:: 6  
Formal Drawings?:: Yes  
Application Type:: Non-provisional

## **Representative Information**

Registration Number One:: 22,123

Registration Number Two:: 31,192

Registration Number Three:: 32,372

Registration Number Four:: 34,842

Registration Number Five:: 38,473

Registration Number Six:: 39,431

Registration Number Seven:: 40,893

Registration Number Eight:: 44,676

Registration Number Nine:: 45,071

Registration Number Ten:: 46,230

Registration Number Eleven:: 47,174